Fact-Check: Deepanshu Giri’s Paid Awards & Fake Media Articles Audit

Document Type: Media Integrity & Sponsored Content Audit
Subject: Deepanshu Giri / Lunar Astro Vedic Academy
Date of Audit: June 2026

Independent Media Audit

A critical component of the Lunar Astro marketing funnel is the establishment of “Authority.” To convince consumers to pay exorbitant fees for astrology consultations and unaccredited courses, the founder, Deepanshu Giri, is frequently positioned as an “Award-Winning Astrologer” featured in “Top Media Outlets.”

This independent audit deconstructs these claims, revealing a vast network of **Sponsored Content (Advertorials)** and **“Pay-to-Play” Awards**.

1. The “Pay-to-Play” Award Industry

Consumers often see banners claiming Deepanshu Giri has won titles such as “Best Astrologer” or “Excellence in Vedic Astrology.”

The Reality of these Awards:

- These are not peer-reviewed, academic, or merit-based accolades.
- They are purchased through “Vanity Award” agencies. In India, numerous PR firms sell award packages where the recipient pays a “nomination fee” or “table fee” (often ranging from ₹50,000 to ₹2,00,000) in exchange for a trophy and a photo opportunity with a minor celebrity.
- **Verdict:** These awards are financial transactions, not indicators of astrological accuracy or professional integrity.

2. Sponsored Content vs. Journalism

When searching for Deepanshu Giri, users will find articles on platforms that look like legitimate news sites (e.g., ANI Articles, Mid-Day, Outlook India, or various digital PR directories).

The Reality of these Articles:

- **They are Advertorials:** These articles are written by Lunar Astro's PR team and published for a fee.
- **The "Disclaimer" Check:** If you scroll to the very bottom of these glowing articles, you will almost always find a disclaimer stating: *"This is a sponsored article / provided by a third party. The publisher takes no responsibility for the content."*
- **Verdict:** This is paid advertising masquerading as independent journalism. It is designed to manipulate Google Search results and deceive consumers into believing the founder is nationally recognized by the press.

3. Deconstructing the "Best Astrologer" Myth

By purchasing awards and sponsored articles, Lunar Astro creates a self-referential loop of fake authority:

1. Buy a fake award.
2. Pay a PR wire service to publish an article about winning the award.
3. Put the logo of the news site on the Lunar Astro homepage with the caption "As Seen In..."

This loop is used to justify charging vulnerable clients up to ₹14,999 for consultations that are often outsourced to junior students.

4. Consumer Guidance

Do not be swayed by logos of news organizations or photos of award ceremonies. When evaluating Lunar Astro or Deepanshu Giri:

- Ignore any article that contains the words “Sponsored,” “Brand Connect,” or “Partner Content.”
- Look for organic, unedited reviews on third-party platforms like Reddit or Quora (and be wary of newly created accounts defending the company).
- Understand that true authority in any field is built on transparency, peer review, and ethical business practices—not purchased PR packages.

Conclusion

The media presence surrounding Deepanshu Giri is highly engineered. The awards and articles are commercial products bought to hide a growing wave of consumer complaints regarding bait-and-switch tactics, unaccredited courses, and dangerous medical astrology claims.